

February 25, 2010

**Innovation you can experience:  
Visit Evonik at IN-COSMETICS in Paris!**

- **Natural and biodegradable cosmetic raw materials**
- **Inspiring active ingredients**

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The business unit Consumer Specialties of Evonik will be presenting its unique and comprehensive portfolio of Personal Care products at this year's IN-COSMETICS in Paris from April 13 through 15, 2010 at booth number M20 (Hall 3), introducing some innovative products and technologies for skin and hair care.

Following the trend of sustainability, the business line provides a broad portfolio of natural and biodegradable products, such as a new purely-vegetable based emulsifier. It is applicable for a wide pH-range, allowing preservation with organic acids. Its application profile combines mildness, robustness, versatility and cost-efficiency with smooth and caring aesthetics.

As environmental awareness grows, more focus is placed on new and effective ways to reduce emissions and conserve energy in the production process. In response to this growing need, Evonik Personal Care is the only supplier to offer biotechnologically-derived cosmetic esters. This production route uses 60 percent less energy than conventional chemical processes and reduces the formation of pollutants by up to 88 percent. A new enzymatically produced emollient with caring properties and a smooth, non-oily skin feel will be presented at IN-COSMETICS. This product is easy-to-formulate and can be incorporated into both O/W and W/O-systems.

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Additionally, in order to respond to the new megatrend of anti-aging products, Evonik Personal Care will launch novel active ingredients for such applications.

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If you want to get more information about the innovative solutions, we are delighted to welcome you at our booth or to listen into one of our two lectures that will be held by our experts: Dr. Mike Farwick is presenting the “Anti-Aging: A Multifunctional Concept based on Peptides and Hyaluronic Acid” on April 14th at 3 p.m. (Innovation Theatre 2) and Dr. Juergen Meyer will introduce “A new versatile and cost-efficient O/W emulsifier for natural cosmetics and beyond” on April 13th at 2.30 p.m. (Innovation Theatre 1).

#### **Company information**

Evonik Industries is the creative industrial group from Germany which operates in three business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability.

Evonik is active in over 100 countries around the world. In its fiscal year 2008 about 41,000 employees generated sales of about €15.9 billion and an operating profit EBITDA of about €2.2 billion.

#### **Disclaimer**

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